



FALL 2009



# WATER Conservation

# RECYCLING

# Waste Reduction NEWS

## Managing Trash in a Changing World

**D**uring these tough economic times, taxpayers and local governments are looking for ways to reduce costs. A county study done in 2007 showed that local governments pay more than \$11 million annually for trash collection and disposal (not including recycling). Some residents pay this cost as part of their general municipal tax levy, while others pay a special fee or pay the hauler directly.



In the 1800's, cities took responsibility for waste disposal due to public health concerns associated with urban squalor. At that time refuse or trash was different. It was mostly coal ash and food scraps, with a small portion of simple manufactured products like paper, textiles and glass. Today, 75% of the waste

managed by local governments is throwaway products and packaging, some containing toxic components according to the US EPA.

Local communities have been shouldering the burden of cost and clean up from producers and consumers of wasteful products. Many argue that it is time for a fair and better approach by shifting financial and program responsibility from government to those that benefit economically from the sale of products they produce.

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## My GREEN Resolution

We can all help reduce pollution in area lakes and streams. Rain gardens and rain barrels are an easy way to start.

**Sign up by Jan. 31st, 2010 to order rain garden plants for 1/2 price!**

For more information go to [www.waukeshacounty.gov/cleanwater](http://www.waukeshacounty.gov/cleanwater) or call 262-896-8305.

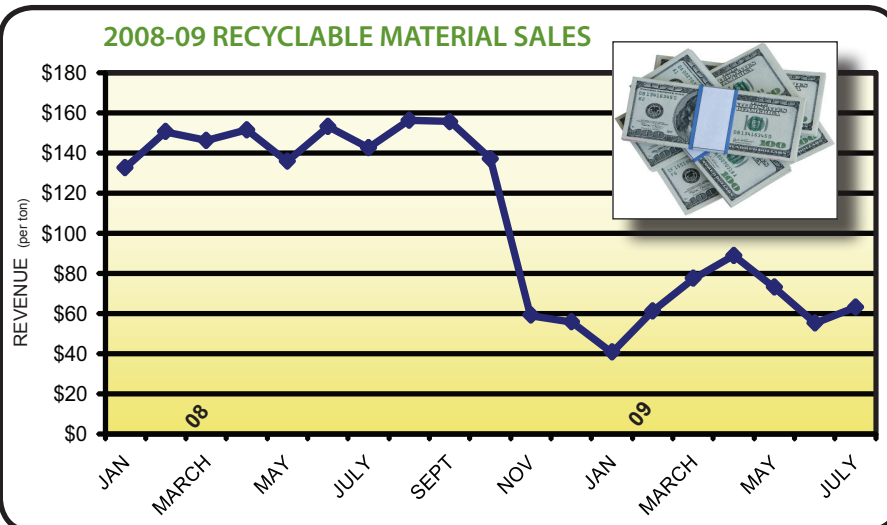
*I will help keep the environment clean!*

Waukesha County  
Department of Parks and Land Use  
Land Resources Division  
515 W. Moreland Blvd-AC260  
Waukesha, WI 53188

PRSRT STD  
US POSTAGE  
PAID  
Waupaca, WI  
Permit No. 47

ECRWSS  
RESIDENTIAL CUSTOMER

## Markets Drop....But Recycling Still Pays



Anyone who follows national markets will see a similar pattern to the 2008-09 averages shown above. Since old paper, bottles and cans are used to make new packaging and products, their value fluctuates based on supply and demand. Note that at the bottom price, there is still a **revenue** of \$40 per ton versus a **cost** of about \$40 per ton to landfill waste. **That is \$80 per ton difference- so keep on recycling!**



# Hit a Homerun with Recycling

In baseball, the ball is moving very fast and it's hard to hit. In recycling, the bin doesn't move and it's easy to hit!

Every summer, many parks in the county host large tournaments bringing together baseball players and fans from all over the Midwest. They are greeted with beautiful fields, challenging competition, and blue recycle bins!

Using bins provided by the Waukesha County Recycling Office, tournaments collected bottles and cans from players, coaches, and fans at an unprecedented rate. Even umpires made the right call by recycling!

In Pewaukee alone, the July Junior Pirates tournament generated 500 pounds of bottles and cans. These

recyclables were taken directly to the Waukesha County Materials Recycling Facility, and the City of Pewaukee received credit for them as part of the Recycle MORE campaign!

Other tournaments such as the Junior Lazars in Wales, the New Berlin Heat, and the Brookfield Select Soccer Cup also provided recycling for their patrons.

Remember, the bottom of the 7<sup>th</sup> with the bases loaded is an exciting time in the game, but not as exciting as the bottom of the recycle bin loaded with your bottles and cans! Thanks for recycling, sports fans!

Look for more recycling bins at your local sporting events all year long and be sure to make the right call when you're away from home!



Dustin Nolan, Waukesha County Recycling Assistant, checks collection of bottles and cans at the 2009 Pewaukee Junior Pirates Baseball Tournament.

## Recycling Partnership Works



Since 1991, the 25 communities that participate in the county recycling program have received more than \$6.2 million from a share of the state recycling grant and sale of recyclables.

"High participation levels by the citizens and cooperation between municipalities and the county have been key elements in the success of the program," says Dan Vrakas, Waukesha County Executive.

# THANKS

## FOR DOING YOUR PART!

More than **370,000** tons of newspapers, magazines and catalogs, cardboard, home office paper, glass, plastic, and metal cans, bottles, and jars have been recycled. That would be enough recyclables to fill about 18,000 semi trucks. If they were lined up bumper to bumper they would reach over 200 miles from Waukesha to Eau Claire!

These recyclables were used to make new paper products, bottles, cans, appliances, vehicles, plastic containers, carpet, plastic lumber, insulation, and more.

## Water/Energy Efficiency Expo Coming in May

Mark your calendars for the inaugural SE Wisconsin Water and Energy Efficiency Expo hosted by the Waukesha County Water Conservation Coalition on May 7th and 8th, 2010. The event will be held at the Waukesha Exposition Center.

On Friday, the event will open with speakers and topics aimed at the business community. There will be awards for businesses that have made efforts to conserve water as well as a variety of exhibitors.

On Saturday, the focus will be on residents. The keynote speaker will be Melinda Myers with information on how to landscape and garden for water efficiency. Both days will be full of useful information from speakers and exhibitors on saving both water and energy, thereby saving money!

Registration info will be available at the Waukesha Water Conservation Coalition website at [www.wisconsin-waterwise.org](http://www.wisconsin-waterwise.org) in February of 2010. But don't wait until then—check out the website now to find useful information.



## State Landfill Fees Increase



*Is your recycle bin overflowing? Get another free bin from your municipal office or drop-off site.*

In an effort to balance the state budget, the legislature agreed to more than double the fees charged by the state to dispose of waste in Wisconsin landfills. In July, the fee increased from \$5.90 per ton to \$9.997 per ton; then, on October 1 the fee increases to \$12.997 per ton.

"With the increase in the state fees to landfill trash, it's more important than ever to recycle all acceptable materials," stated Karen Fiedler, the county's Solid Waste Supervisor. "By recycling more, residents help their communities save tax dollars that would be used for trash disposal."

See the Residential Recycling Guide on our website or call 262-896-8300 for a printed version.

**tip**

### COMPUTER GRAVEYARD

Emptying out your personal computer graveyard? Bring old computers to 3 different sites for free, safe recycling. Visit the Recycling website to learn more.

## MRF OPEN HOUSE

Family-friendly fun for all ages

**10 AM to Noon**

**Saturday, Nov. 14, 2009**

**Saturday, Apr. 17, 2010**

County Materials Recycling Facility  
220 S. Prairie Avenue, Waukesha

For details, call 896-8300 or visit [www.waukeshacounty.gov/recycling](http://www.waukeshacounty.gov/recycling)



# Managing Trash Product Stewardship

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**Product Stewardship** means whoever designs, produces, sells, or uses a product shares the responsibility for minimizing the environmental impact of the product, and shares the cost of managing the product at the end of its useful life.

## The goals of this approach are to:

- Conserve resources & energy
- Reduce the amount of trash
- Reduce waste management costs
- Reduce exposure to toxins



When producers are responsible for ensuring that their products are reused, recycled, or otherwise managed responsibly, and when health and environmental costs are included in the price of the product, there is incentive to design products that are durable, easier to repair, upgrade, recycle, and are less toxic.

Some examples include manufacturer take-back programs for computers, cell phones, rechargeable batteries, and thermostats. This represents a paradigm shift that is happening across the country, driven by economics, corporate leadership, public pressure or even legislation. By working together, consumers, government and producers can achieve a common goal of a more sustainable future.



For further information

**US EPA  
Product Stewardship**  
[www.epa.gov/epr](http://www.epa.gov/epr)

**Associated Recyclers  
of Wisconsin**  
[www.arow-online.org](http://www.arow-online.org)

## Hartland Wins Recycle MORE Challenge

The Village of Hartland won the 2008 Recycle MORE Challenge with a 29% increase (183.7 tons) in recycling! The village selected a park bench made of recycled plastic as their prize.

The second and third place communities are definitely worth mentioning: The Town of Lisbon had a 27% increase (177 tons) in 2008 and the Village of Merton – last year's winner – had a 20% increase (51.3 tons). Congratulations to all for these very impressive numbers!

To find out how your community is doing in this year's challenge, visit [www.waukeshacounty.gov/recycling](http://www.waukeshacounty.gov/recycling) and click on Recycle More!



Deputy clerks, Lynn Meyer and Sarah Oldenburg, enjoy the "Recycle More" prize bench located near the Community Center in the Village of Hartland.

## Q and A

### Q. How do I dispose of dehumidifiers, TVs, and other appliances?

Always check at time of purchase if the company you're buying a new TV or appliance from will dispose of your old. If not, both American TV and Best Buy accept TVs for recycling; please call them for details. For other appliances, check with your hauler or municipality as they may accept appliances (in some cases, for a fee). Appliances with coolant such as dehumidifiers, freezers, and AC units require special collection. Call your hauler. Visit [www.waukeshacounty.gov/recycling](http://www.waukeshacounty.gov/recycling) and click on the 'Product Disposal' menu for a list of private businesses that will accept appliances for a fee (also found in the Yellow Pages). There are no county-owned landfills in Waukesha County.

### Q. I just did some landscaping and need to dispose of tree limbs and old railroad ties. Suggestions?

Yard waste collection is a local issue so always check with your municipality first. If they have no provision for yard waste collection, please follow the suggestions on the recycling website. Railroad ties are pretreated and can not be recycled as wood chips. Call your local municipality or curbside hauler first to see if they'll take them. If not, contact one of the privately-owned landfills in the county.



Craig Pruscha and son Calman, with Recycle Raccoon at the June 18<sup>th</sup> Moonlit Movies event in Oconomowoc.

### tip YOU'VE GOT A FRIEND

Waukesha County Recycling is online and looking for you! Sign up for our quarterly e-news, read the blog, follow us on Twitter, and fan us on Facebook for up-to-date info and tips.



**Three Cheers for the Three R's.** Participants in the City of Waukesha's summer Park and Recreation program created a recycling themed float and distributed brochures at the Fourth of July parade with the help of our own Recycle Raccoon. If you would like Recycle Raccoon to participate in your community event or school program, please call 896-8300.

262-896-8300

[www.waukeshacounty.gov/recycling](http://www.waukeshacounty.gov/recycling)

[www.waukeshacounty.gov/cleanwater](http://www.waukeshacounty.gov/cleanwater)








## Curb to MRF

### Numbers tell the story

The **23,000 tons** of recyclables processed at the County Material Recycling Facility (MRF) are manufactured into new products. Annual environmental savings include:

-  **180,000 fewer trees** used to manufacture paper
-  Reduced water pollutants by **99 tons**
-  Saved enough energy to power **2,500 households** for one year

#### tip

#### BARRELS OF FUN

In the average home, 50-70% of the water is used outside. Get a rain barrel to water plants, grass and gardens.

#### tip

Burning leaves aggravates asthma and pollutes the air. Learn better ways to handle leaves at a "TURN OVER A NEW LEAF" presentation

#### EXCUSE ME.



#### DID YOU DROP SOMETHING?

**Dog POOP.** It's a serious health problem. Why? Because it contains disease-carrying bacteria that can make people sick. And because there are over 100,000 dogs in Waukesha County. Do the math. Then do this. Pick up after your pooch. Remind your neighbors to pick up after theirs. Good manners, great health policy.

**Your dog can't help it.  
But you can.**



## Turn Over A New Leaf

### Two Free Presentations

You are invited to a free **Fall Yard-Care Program** at the E.B. Shurts Building, 810 W. College Avenue, Waukesha, sponsored by Waukesha County Recycling Office & City of Waukesha Park & Recreation, on **Wednesday, October 7 at 7 p.m.** A second similar workshop will be held at **Retzer Nature Center, S14 W28167 Madison Street, Waukesha on Saturday, October 10 at 10 a.m.** To sign up for either workshop, please call 262-896-8302, so we can accommodate everyone.

- Save time and money by learning how to manage leaves and yard debris without burning, bagging or clogging stormdrains.
- Find out about proper leaf mulching, mowing and composting.
- Take home a "recipe" for reducing a large amount of leaves quickly!
- Learn about air quality & the effects of burning from a DNR specialist

For more information on easy yard care solutions, use the *Yard & Compost* link at [www.waukeshacounty.gov/recycling](http://www.waukeshacounty.gov/recycling)

## DRUG Collection Program

**9:00 AM – Noon, Saturday, October 3**

Five locations around the county

For more information go to: [www.waukeshacounty.gov/drugcollection](http://www.waukeshacounty.gov/drugcollection)

- A prescription for a safer community -

## RAIN BARRELS



- Store rainwater for later use
- Reduce runoff to help our rivers and streams
- Reduce pumping of groundwater
- Save money by saving water
- Provide soft water, which is great for watering plants and washing windows or cars

For more information about rain barrels and where to buy them, check [www.waukeshacounty.gov/cleanwater](http://www.waukeshacounty.gov/cleanwater) under the *Rain Garden/Barrels* tab.

**Clean Water - One Barrel at a Time**

## TRY SOME OF THESE SIMPLE TIPS... REDUCE, REUSE, RETHINK!

As many families struggle financially, it makes sense to reduce and reuse- it's good for the environment and the wallet.

Think about it - if waste isn't produced in the first place, energy, pollution, natural resources, landfill space **and money** are saved.

You can:

- **Compost** some of your yard debris and vegetable scraps into a great soil amendment for the garden. You can save money by not buying fertilizer and municipalities don't have to pay for disposal.
- **Mulch leaves** in place on the lawn, saving time and tax dollars spent on collection.
- **Use a cloth or mesh reusable bag** on shopping trips, or reuse your paper or plastic bags by keeping some in the car.
- **When purchasing** paint, automotive and cleaning products, buy only what you will use. Purchase water-based products and store them properly so they don't freeze. You save by buying less and municipalities save by not paying for disposal.

For more tips visit [www.waukeshacounty.gov/recycling](http://www.waukeshacounty.gov/recycling)

## Recycle Used Oil Filters

*New service available at  
municipal drop off sites*



If you are a do-it-yourselfer who changes your own motor oil, you can now take those used oil filters along with the motor oil to a municipal drop-off site for recycling.

Annually this will save about 2,300 gallons of oil (contained in 65,000 used oil filters) from going into a landfill.

For listing of municipalities, visit [www.waukeshacounty.gov/recycling](http://www.waukeshacounty.gov/recycling) and look for the "Drop-off Site" link.

262-896-8300

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